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PRINCIPLES OF ENTREPRENEURSHIP

(ENT530)

GROUP ASSIGNMENT:

BUSINESS MODEL CANVAS (BMC) OF MASRA

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## **EXECUTIVE SUMMARY**

The purpose of this document is to present our business plan through the business model canvas that created by Alexander Osterwalder who is the great tool to help MASRA understand a business model in a straightforward and structured way. MASRA is business partnership between Murni, Ainina, Sazlina, Rohaiza and Anis which is will be the founder of MASRA. MASRA background were include the company organizational chart, mission and vision, and important thing is talk about our product. It also mentions about MASRA competitors and the strength, weakness, opportunity and threat. In this business proposal, MASRA had include their customer segments, value propositions, channels, customer relationship, revenue stream, key activities, key resources, key partnerships and cost structure. MASRA also had mention about our next plan of action and decided to continue our business in long time period till MASRA can expend their business to all part of state and be a big name brand among Malaysia.

## 1. INTRODUCTION

### i) BACKGROUND

My friends and I would like to run a business of partnership which is the simple structure for two or more people to own a business together. We would like to provide a name for our business as the MASRA beautiful restaurant. MASRA are the combination of our name which is Murni (M), Ainina (A), Sazlina (S), Rohaiza (R), and Anis (A). The combination of the names shows the beautiful of teamwork. We plan to expand our business in every corner of state. We would like to set up physical store with hipster concept of restaurant. Hipster restaurant is place to chill and no matter how much people, they will see the cool restaurant. Hipster concept of this restaurant will be important element to make our customers feel comfortable and excited while enjoying our food products. We also had decided to run our business at town of Puncak Alam, this area district with industrial such as university, residential area, school, and hotel. In advantages, this place will attract more customers to known well the MASRA restaurant.

MASRA restaurant may operating at 10.00 am and get closing 10.00 pm per day and will be open from Saturday until Thursday. We had use only good quality product in making our food, all the suggestion food will be hot item in our restaurant at town of Puncak Alam. Online marketing is often cost-effective and is becoming increasingly important to business. We had decided to create an account Gmail to sign up an account of social media such as Facebook, Instagram, Telegram, and WhatsApp. Our customers may direct contact through personal message on social media or get the contact number from social media to get another information or to ask any questions. The customers may make an order or reservation table through these platforms.

### ii) BMC PREPARATION

#### (a) Unique Value Proposition

In the business and marketing, the UVP (Unique Value Proposition) is a statement that clearly tells the potential customers how they will benefit from the offer, how the products or services will address their needs and solve their problems, and what makes the offer different from the competition. The term UVP is often used interchangeably with the term USP (unique selling proposition). It is placed on the homepage of a website to make it clear for potential customers how it can improve their situation and add value to their



life, and why they should buy from that company. UPV is a form of brand messaging that helps to make customers get in love with our company brand.

(b) Customer Segments

Customer Segments (CS) is the practice of dividing a company's customers into groups that reflect similarity among customers in each group. The goal of segmenting customers is to decide how to relate to customers in each segment in order to maximize the value of each customer to the business. Customer Segments has the potential to allow marketers to address each customer in the most effective way. Using the large amount of data available on customers (and potential customers), a customer segmentation analysis allows marketers to identify discrete groups of customers with a high degree of accuracy based on demographic, behavioural and other indicators. ✓

(c) Channels

Channels are the ways in which the company communicates its offer to individual customer segments. In BMC, Channels are located between Value Propositions and Customer Segments. With this layout, you can match a specific value to a particular customer segment via an appropriate channel. Types of Channels may include sales network, wholesalers, online retailers and own Internet sales.

(d) Customer Relationships

Customer Relationship (CR) refers to the principles, practices, and guidelines that an organization follows when interacting with its customers. From the organization's point of view, this entire relationship encompasses direct interactions with customers, such as sales and service-related processes, forecasting, and the analysis of customer ✓ trends and behaviours. Ultimately, CR serves to enhance the customer's overall experience.

(e) Revenue Streams

Revenue Streams (RS) are the various sources from which a business earns money from the sale of goods or the provision of services. The types of revenue that a business records on its accounts depend on the types of activities carried out by the business. Generally speaking, the revenue

accounts of retail businesses are more diverse, as compared to businesses that provide services.

(f) Key Resources

Key Resources (KR) is the building block describing the most important assets needed to make a business model work. Every business model requires them, and it is only through them that companies generate Value Propositions and Revenue Streams. KR can be physical, financial, intellectual, or human.

(g) Key Partnerships

Key Partnerships (KP) are the relationships that you have with other business, governmental, or non-consumer entities that help your business model work. These can be the relationships that your company has with your suppliers, your manufacturers, business partners, etc. These partnerships that you will undoubtedly create will be forces that help your business succeed in areas that would be inefficient for you to do yourself.

(h) Key Activities

According to strategies, when it comes to the BMC, Key Activities (KA) are any activities that the business is engaged in for the primary purpose of making a profit. Business activities include operations, marketing, production, problem-solving, and administration.

(i) Cost structure

Cost Structure defines all the costs and expenses that the company will incur while operating the business model. This final step in the process is important, because it will help the team decide whether to stop or proceed. There are two main categories of Cost Structure that are value-driven and cost-driven. The focus of value-driven cost structures is to create more value in the product itself, not necessarily producing the product at the lowest possible cost. Examples of this would be Prada, Rolex, or Ritz-Carlton. On the other hand, cost-driven cost structures focus on ~~on~~ minimizing the costs of the product or service as much as possible.

**iii) SCENARIO OF THE TARGET CUSTOMER'S PROBLEM/PAIN POINT**

Scenario 1:

Target customer is an important thing in a MASRA business. There was a customer who had trouble buying a burger at the MASRA store. This is because the MASRA store is located far from the customer area. Furthermore, this MASRA store is in a non-strategic area which has made it difficult for MASRA's business to get its target customers.

Scenario 2:

Other customers have experienced economic problems financially. This is because, they find it difficult to spend on the necessities or wants that they want to buy. So, in order to do food spending, they had to tie their stomachs to refrain from buying expensive food.

Scenario 3:

Customers are also less aware of MASRA's developments in advertising on social media. This has made it difficult for customers want to communicate closely on social media. Customers are the first thing that should come first.

#### **iv) HOW PRODUCT/SERVICE SOLVE THE PROBLEM IDENTIFIED**

In a business, we must be sensitive to the problems faced by customers. Customers are an indicator of the direction of success in a business. In the scenario described above, it has been shown that these customers want to support MASRA's small business which is growing in the field of selling street food, namely burgers.

Scenario 1:

The customer has a problem in terms of location. They are away from the MASRA business location to buy a cheap and quality burger. To resolve this, MASRA will be looking for strategic locations that have the demand of customers who are keen to buy high quality and cheap MASRA burgers. So, MASRA business has opened the eyes of the customers that MASRA burgers are an existing store.

Scenario 2:

The customer has an economic problem that is financial. These customers have different income to go about their daily lives. So they have to prioritize important spending and not buy expensive food. To solve this problem, MASRA has sold burgers at a reasonable price and regardless of the income

difference, they can still buy burgers at MASRA stalls. For example, a valuable chicken burger:

- Original - RM 3.00
- Special - RM 4.00
- Double - RM 4.70
- Double special - RM 5.70

Scenario 3:



There are customers that find it difficult to find information about MASRA's business on social media. To solve this problem, MASRA has done a strategy that is to appoint one of its employees to do marketing advertising activities on social media sites so that customers can easily find out about the existence of MASRA.

**v) SWOT ANALISYS OF 2 OTHER COMPETITOR**

<b>Strength</b>	<b>Weakness</b>
<ul style="list-style-type: none"> <li>▪ Strong product ✓</li> <li>▪ Strong brand ✓</li> </ul>	<ul style="list-style-type: none"> <li>▪ Advertising strategy ✓</li> <li>▪ Less workers ✓</li> </ul>
<b>Opportunities</b>	<b>Threat</b>
<ul style="list-style-type: none"> <li>▪ New product innovation</li> <li>▪ Healthier menus</li> </ul>	<ul style="list-style-type: none"> <li>▪ Strong competitors</li> <li>▪ Consumers concern about healthy food</li> </ul>

MASRA and other businesses have other competitors. Firstly, they are selling the similarity products. As for the competitors, they have made new innovations in the ingredients used. This has resulted in MASRA's business getting less regular or regular customers, and the customers have the right to buy the food elsewhere. While the business also sells the same product but at a cheaper price and a reasonable price for customers to buy. In addition, the advertising strategy is still weak for not having good editing skills. Other thanthat, brand recognition is done to attract the attention of customers. This is because they use and expand their own brand to customers by placing large banner posters in their booths. This has given customers the opportunity to come to their store

## 2. BUSINESS PROPOSAL

### i) CUSTOMER SEGMENTS

Customer Segments is the key areas in BMC. By getting know its customers and creating segments for BMC's key areas, the company is able to respond to the needs of the users. In order to discover the company's customer segments, we can find out who are the customers and what are their characteristic such as sex, education, or social status, we can see the customers' behaviours or habits, and more. Customer Segments is important because we can see for whom the company's products and services are. In this segment, we will be able to look at the results through the eyes of its end users. Based on the MASRA business, we will see how they get to know their customer's characteristics, a reason customers choose their products, and more.

Firstly, MASRA business is exist for the customers that want to buy their products. MASRA businesses are located in residential areas, row of shop houses, and budget hotels. In the area, there are many individuals and families with different status which is the demand of the products offered is well received. Therefore, MASRA will operating from the evening until midnight, so they target the people around the residential areas as their regular customers, especially people living around the housing, shop houses, the bus and public transport passengers, and young peoples. Since they will be operating closes to the bus station, most of their customers are the workers aged 18 to 40 who return from work by bus and public transport. Based on observations that have been made on other businesses, a some of workers who have just returned from work and headed to their homes, they will buy more than one item. For example, a man who is 35 years old and has the status of being married, he will buy 3 or 4 burgers to take home because there are wives and children at home who want to eat burgers.

Another than that, although the demand for burgers is not from the same customers on a daily day, but with the availability of online orders from other areas causes the demand for MASRA burgers remains consistent and increasing, especially among families and students. Sometimes, they are looking for snacks or junk food like burgers at night because they don't want to consume rice. In addition, there will are also customers from nearby hotel guests or tourists who want to try the foods on offered. If they find it is delicious, they will repeat it again and invite others to try it after that. So, this is because why MASRA will



offered their food products with branded ingredients, worth the price, and must be very tasty so as to attract more customers.

## ii) **VALUE PROPOSITIONS**

MASRA is putting multiple industries under the microscope as part of innovative company's series, analysing how they fight and redefine the norm to innovate and become successful through research of their products and services. "Producing and making food should provide a moment of pleasure for both the chefs and the buyers," says Murni, Co-founder MASRA, July 2021. The valued food may have been traced back to the ancient since most culinarian and recipes were developed in French. As a result, we were motivated as culinarians to start the business MASRA so that people may enjoy beautiful and tasty cuisines. MASRA is a rising company in Malaysia which has modified regular food into widely popular food to enjoy. Its product allows consumers to eat food that is attractive, prepared from high-quality ingredients, freshly cooked every day, and packaged in a handy box that perfectly presents the meal to the buyer's hand.

There was a circumstance that led to the creation of the concept, in which the owner of MASRA and its business partners were involved. MASRA confesses in June 2021 that we have always been obsessed with the consumer and their experience. It has been the same since the beginning, and the first question that must always be asked is what the customer likes and demands. In this scenario, the consumer wants to eat great food that is also visually appealing, much as someone who enjoys shooting photographs or a gourmet blogger wants to eat wonderful cuisine that is also appealing. Then, more significantly, they inquired as to what the consumer loved and disliked about present market offerings, what upsets them, or what might satisfy them in the further. Some of the issues customers encountered were food that arrived late, was of low quality upon delivery, and was not durable. Furthermore, it is always difficult to predict when the receiver will get the meal without tainting its original appearance.

MASRA also considered what consumers truly desired from the experience that are confidence, simplicity, surprise, a few online buying alternatives worked properly on mobile phones at the time and feelings of joy. MASRA saw a variety of operators at the market that is tasty cuisine but not presentable, as well as a limited amount of quantity. Food lovers that have a unique meals concentration on custom made food. That is what distinguishes MASRA from other businesses, we are unique and do not intend to be like any other businesses. Rather than starting with current solutions, MASRA sought inspiration elsewhere, seeking

innovative methods to meet the demands of the customer. MASRA, like many other newly developing special foods as culinarian companies, we were inspired by a famous chef, such as Chef Wan, who had his own restaurants with his own distinctive concept and cuisines that he was inspired from his journey after experiencing many food and culture throughout the world.

### iii) CHANNELS

Channels are one of the ways in which the company communicates its offer to the individual customer segments. Channels are located between the Value Propositions and Customer Segments. So, in this layout, we can match a specific value to a particular customer segment via an appropriate channel. The types of Channels may include the sales network, wholesalers, online retailer, and the own internet sales. In this Channels, we can see which channels do the particular customer segments want to be reached, we can see how does the company want to reach their customers, we can see which channels are most cost-efficient, and more. With all of the information, we will be able to see how the customers can get the value they are looking for. Based on the MASRA business, we will see how they reach their customer and the find their customers with their own channels system.

First of all, in introducing MASRA's business to the public, MASRA's channels to promotes their business is through word of mouth. They spread their business information to the closest people such as family and friends, regular customers, and suppliers. Through the closest people, they are able to pass on business information to others who have not tried their products sold i.e. the variety of burgers, locations, and prices offered. Besides, comments from the regular customers can attract new customers as it is also one of the influences that can brought other customers to try MASRA products. For the suppliers, information can be distributed when they have more information on the business conducted by MASRA so that they can provide goods or raw materials and make MASRA as their regular customer. For example, the main source of suppliers for MASRA in sourcing raw materials is in Muhibbah and Ramly.

Since MASRA will source raw materials such as vegetables, burger bread, sauces, cooking oil, burger lid containers, etc. at Muhibbah 3 times a week, then they will provide all items according to the required quantity. The same goes for another supplier, Ramly. They will provide stocks of beef and chicken, wrapping paper, etc. to MASRA according to the quantity required. The reason of why did MASRA uses products from Ramly because the products are known by the public

for their deliciousness and quality, which has resulted in the business being well received. In addition, there are also some of customers who are attracted to the taste of the sauce used by MASRA in their burgers because of its unique taste and rarely found, causing MASRA -made burgers to have their own differences compared to other burgers. Therefore, the channel uses by MASRA to spreads their business information to their customers is through word of mouth.

Another channel that will be used by MASRA is the use of social media. Nowadays, the use of social media in business is something that must be done by traders to distribute information about their products and services offered and attract customers to use their products. Therefore, among the social media accounts that will be used by MASRA to convey information and attract customers to their burger shop are through Facebook, Instagram, WhatsApp, and Telegram accounts. One of MASRA's staff will take over in handling all social media accounts and orders made through online. Through Facebook and Instagram accounts, MASRA is able to spread the latest information about their business such as location, business hours of operation, burger products offered, delivery methods, review comments from customers, and more. All this information will be edited and posted to make it more interesting using applications such as Canva and Photoshop. Furthermore, through WhatsApp and Telegram accounts, all regular customers can follow the online group created by the MASRA Admin so that they can find out the latest info and can make online order more easily without having to go to the store. All orders made online will be sent using the Cash on Delivery (COD) method or using services from Grab and Food Panda.

#### **iv) CUSTOMER RELATIONSHIPS**

##### **a) Competitive Markets Needs a Commitment on Raising Awareness**

Malaysian food is dominated by bigger companies such as retail chains (e.g., KFC) and high-street cafes. Gaining initial traction is perhaps the most difficult task for new market entrants, as we discovered that MASRA products are well-known among the general public. That's not terrible since it's only been on the market for two years. Those who are aware of the brand are more likely to consume it, and those who are contemplating the foods prefer it over the competitors. MASRA may have a significant name appeal, but how is this accomplished? MASRA's innovative manner of presenting food is a strong brand differentiation. The company realised early on that people enjoy ordering delicious and appealing food because it had to be enjoyed at home

during the Covid-19 pandemic. Also, delivery plays an important role in maintaining the quality of food from our company so that the food that reaches the customer remains hot and freshly served as if dine in a restaurant. So we came with a concept of carefully packed in a box that ensure the food remain hot.

b) Align your positioning and communication with the values of your customers.

We discovered that MASRA hit the sweet spot with millennial men and women, and that young people are aware of this brand. Furthermore, those considering the brand prefer MASRA over the competition. So why is MASRA a "pleaser" for millennials, when a lot of "treat-yourself" and enjoying the food while working from home is very attempting. During the outbreak, millennials spent twice as much money on food delivery than any other generator, such as an online shopping platform. In reaction to the uncertainty, many people increased their spending on medication therapy management, such as yoga, healthcare, and beauty items. MASRA was precise and concise early on, and this pitch appears to have interacted among youngsters, who preferred meals to share with family and friends during the outbreak as a "alternative for caresses." MASRA produced over a thousand no-special-occasion deliveries in 2021. Among them, the food contained the word "pleasure" in the accompanying delivery. This shows that more customers are purchasing our foods as a convenient option whenever they are hungry, whether through delivery or self-pick up. MASRA has already conducted research on identifying and focusing on customer behaviours. We also excel in maintaining brand integrity.

#### v) REVENUE STREAMS

A revenue stream is a source of revenue of a company or organization. In business, a revenue stream is generally made up of either recurring revenue, transaction-based revenue, project revenue, or service revenue. In MASRA, had decided to earn money from goods sales or service fees. Goods sales are referring to sale a burger. There are variety types of burgers that MASRA had offered to their customer. MASRA had 4 product line that consist of burger, oblong, burger crispy and hot dog. It is also had at least 4-5 product depth that consist of special (add on egg), double patty, cheese, or all of it.

For example, if MASRA sell 120 per day and sell each burger with price RM3.00, then MASRA weekly revenue will be RM2,520 by (120 burger X RM3 X

7days per week. You can do the same calculations for monthly and yearly revenue. However, since sales may vary over the month and year, you may have to do more detailed calculations. That was example if sell it the normal burger at price RM3.00, then when turn to calculate the depth of product line it will be consider higher than what MASRA was expected.

Should be aware that this would be MASRA gross revenue. MASRA net revenue is calculated as the gross revenue minus any discounts or returns that you had during the year. Let assume that a MASRA had sold 40, 320 unit of burgers for one year with total sales RM120,960. It was basic calculation by (120-unit burger per day X RM3 price per unit burger X 7 days per week X 4 week per month and X 12 month per a year). At the same time, it offered RM8,000 worth of discounts to students and senior citizens who redeemed coupons. As a result, MASRA net revenue can be calculated as:  $RM120,960 - RM6,000 = RM114,960$ . A revenue stream is the building block presenting the cash a MASRA generates from each customer segment. Most businesses need at least one the best revenue stream to find their income. Revenue streams can be generated in many different ways and you can use a mix of these different ways for a company such as sale of physical product. For example, the customer pays in cash for the product (burger, oblong, hotdog and crispy burger) and the customer is then free do whatever she or he wants with it. ✓

Besides, MASRA also had plan to create other income from usage fee. The customer need to pay a user fee for a particular service, such as COD, surprise box and others in planning. As such, the amount paid by the customer depend on how much of the service is being used (for example, how far the location that MASRA need to deliver, how much thing customer wanted to put types of burger on surprise box). Therefore, MASRA would like to advertising their business on social media only which is can reduce cost of advertising by using flyer, newspaper and etc. MASRA business may avoid the charge fees for advertising a product, service or brand. For example, newspapers and media often rely on this method which need more cost on it. MASRA had follow the passage of time that life with new technology where people more prefer online advertising.

Next, MASRA was planned to use concept of volume and unit selling in their company. MASRA charges a fixed price for a product. However, if the customer chooses to buy your product in higher quantities, they could get a discount (either by a lower price or additional products). MASRA had set different prices and discounts for different customer segments. For✓example, to encourage large

purchases of burger, you give 2 free burgers to every customer who buys more than 50burgers. That is all MASRA planning in their revenue stream.

#### vi) KEY ACTIVITIES

Key activities are the role important in Business Modal Canvas (BMC) by sure to help all the activities in the organization go well. The key activities refer to the routine operation in the organization that helps to achieve the value proposition for interacting customers. In this analysis it will explain more details about the operation that the company of MASRA Sdn Bhd involved in the factory. In these cases, some of the terms that must have in the operation key activities include.

- Create the brands of product. ✓
- Process of production and packaging product.
- Activities of marketing and promote the product.

##### a) Create The Brands of Product

In this analysis it will discuss how the new organization wants to create their product to make sure it's different from other products in the market. The company of MASRA has chosen to produce a burger business in the market because of the high demand for burgers in the market that give a change to MASRA by creating something new on their own product. In these cases, brands refer to the name or title that is given to a product or service by identifying their own identity without copy paste from others and that by sure the customer knows the brands. ✓

The executive owner, Miss Murni, has chosen the names of their brands as MASRA that give special meaning to her and then it's brands something interesting and easy to remember. The reason to choose the names of brands is because it gives descriptions about easy to remember and the brands are almost the same by words of Malay language that "mesra" gives definition of nice services or good attitude for a person. So, referring to the location it's in Malaysia, it's not impossible for Malaysian society to remember those brands that are called "MASRA". ✓

##### b) Process of Production and Packaging Products

The process of production product is main important for business to make sure all the process is going well and give excellent production by caring for the good quality of the produce product. Based on the choosing location that is in the middle of town, it's a good location that helps to do fast

operation that has good facilities such as water, car, service equipment etc. that are just around the corner. ✓

The schedule of time work is six days per week, so the workers must have in the premise all time to produce the burger referring to the booking from customers. The activities that do in the premise are like cooking the material ingredients fresh, making their own sauce that is different to other competitors. And then, of course, in the premise, the importance of safety hygiene for products is the main ✓ issue to make sure the healthy customers are safe.

Next, the process of packaging products is important to show the good quality of brands for new organizations. In these cases, the MASRA business always surely has the packaging of their product that burger has good packaging. The choice of supply from Ramly company for wrapping paper is to show the high quality of MASRA burger that has a good relationship with the Ramly company. This is because good wrapping paper from Ramly company is high quality in the process of doing the paper and trademark and the price that is adorable to use. So, by using wrapping paper, it's help to ensure the texture and quality of burger is properly safely delivered to customers. That the MASRA target is to deliver hot, fresh and nice presentation burgers to give satisfaction to customers and believe in the quality and service of the MASRA burger. ✓

Not only that, even though the booking from customer is through walking to the premise or online order is demand, but the safety of packaging burgers is always through the nice procedure to target all customers to get nice services and polite from the staff of MASRA burger. And then, the interest of packaging MASRA products is they will give some extra sauce that wraps in the small plastics to give the difference from contribute in the market and show the friendly packaging to interact customers and, of course, using plastic is cheap cost to packaging the product and ✓ friendly to use.

c) Activities of Marketing and Promote the Product

The activities of marketing and promoting products are always done in the organization. In these cases, the MASRA business is always active by marketing and promoting their product to customers. Based on the segment channel that discuss the MASRA marketing their product, it's target to market it around the stage in Malaysia to give satisfaction to customers that have some demand, especially in the area outback, to try these products. The

marketing that the MASRA uses is focused on the middle person that the price is adorable for society that is not expensive and not too cheap but is a good price in good quality. The choosing location in the town is good facilities and offering extra sauce to customers to give a different burger to the market.

Not only that, the activities of promoting products are important, especially for the new business that wants to take a challenge by promoting their own product. The MASRA business has promoted their product using social media that helps to high demand for products. This is because nowadays almost all the old and young generation know how to use the phone and do all everything through the phone with is to making a payment, registering online, interactive two-way communication and so on because of the high technology on the internet helps many people.

The social media platforms that MASRA uses such as Facebook, Telegram, Instagram, WhatsApp for ordering through are easy for booking. The effect of these platforms much helps the MASRA business to promote the product without spending a lot of capital to market the product, but the data for subscribing to the internet for business use is still in a bearable state to handle it. This is because the data has showed the population of the Malaysian community uses the internet for 6.6 hours a day to surf various media platforms, so it is not impossible for MASRA businesses to get orders because burgers are cheap and tasty snacks that can be eaten anytime.

#### **vii) KEY RESOURCES**

Once MASRA had a set of products that meet the demands of the customers, we needed to create a business model around them in order to sell them and generate money from them so that the company could flourish and continue. Aside from the product or service and the client, the following aspects of a business strategy must be considered: variation, collaboration, methods of generating income, and methods of managing costs and maximising resources, Miss Murni stated that she and the co-founders immediately realised that in order to truly fulfil their vision, MASRA would need to expand into a broad business with a diverse range of foods. Initially outsourced, IT capability and app developers were essential partners of the company; but, after the second round of investment, they were brought in-house to be a major resource. This was critical from the front end in order to offer items and services to buyers in this direct-to-consumer approach.



Despite the high cost, this was the only option to increase the number of consumers and allow recurring purchases while beating our competition. Another significant modification to the business strategy was the supply chain of fresh ingredients. Initially, we attempted to improve the present method through better sourcing from marketplaces. This new approach defied industry standards, but it gave us better control over pricing and inventories, access to fresher goods, and the potential to establish an ethical trading relationship with wholesalers. This allowed consumers to enjoy fresher and higher quality foods, improving the proposition in an area that was important to customers while also achieving internal efficiency and cost savings. at the same time. What has motivated MASRA's success is our enthusiasm for innovation, and constantly searching for methods to enhance our business and to surprise our customers with our current product offering. MASRA has always focused on finding answers to the issues and obstacles that consumers encounter, and we have established a corporate product and a subscription service in order to spread joy through foods regularly as treat for self, friends, or family at home.

In terms of product proposals, we discovered that our specially designed box concept works so well that they have evolved within those restrictions and now provide bundles, seasonal, and occasion-driven products. MASRA is excited to explore what else we can put inside the specially designed box, as well as how our company can continue to grow and expand by developing and adapting another business model to keep ahead of the competition.

#### viii) **KEY PARTNERSHIPS**

Key partnership is the important part in BMC that the relationship of organization and external supplies or companies that help the organization to achieve their key activities is going well with good value and quality. In this analysis it will discuss more about the MASRA business use in achieving its vision in nice progress. The key partnership is referring to the organizational resources that help in ensuring that all business matters run smoothly that have a positive impact but are not overly dependent. The MASRA business has made a good relationship with the two supplies, which are the Ramly and Muhibbah make companies that help the produce MASRA food products to customers. The reason by using these supplies to help the MASRA product, which is burgers, to get it tasty and high quality that is available for all genre customers.

That has been mentioned before, Ramly is supplies for meat and wrapping paper that has a good taste in raw meat. So by using the meat, give the mix

combination that has a great taste and flavour that is added with some secret ingredients. And then, for Muhibbah, they supply raw materials such as fresh vegetables, burger bread and cooking oil. This is because to limit the movement to handle the produce of the burger and, of course, to limit the time to prepare it. The reason why MASRA business uses these two suppliers is because it believes the company is a good standard company that offers the adorable price to make sure the MASRA can make good investments during her operation business. It is because if the MASRA did not take suppliers, it is not easy for the premise to handle the business and will have a big cost of operation.

Besides, a key partner is important by doing the poster of brands MASRA. There must be one person from MASRA that is talented in editing a creative advertising such as poster and teaser to show and post on social media. It is one of the way to interact with the customers. The poster and teaser that will be posted will give a big impact to the customer to try MASRA's products. So, the editor will help MASRA to handle all the activities of promoting the product and not waste time and budget for doing it.



#### **ix) COST STRUCTURE**

In a business industry, the major determinant of whether there will be continuity or discontinuity is cost. If the cost of production exceeds the revenue derived from a sale, there is a great probability of the business closing down. If the costs are less than revenue, there is profit and a probability of expansion. If the costs equal revenue, then the business is at a point of indifference and it can be closed or continued depending on other variables apart from cost or how costs can possibly be adjusted.

As usual, all started business will have cost structure to plan what to buy and try hard in managing their capital business wisely. In order to make rational business decisions, MASRA require viable costing methods to get the correct cost or a figure which is close enough to the actual cost for you to perform reliable cost/revenue analysis. Failure to do so can lead to the closing of a business venture, due to poor cost computation, that may actually be profitable, or at least potentially profitable.

The estimation of costs MASRA will need an initial start-up capital of RM5,000 to RM6,000 depending on the brands and prices of the utensils MASRA decided to get:

- Average price of a metal burger stall = RM2,000 to RM3,000
- Average price of a gas stove = RM200 – RM500

- Average price of deep fryer small machine = RM300 - RM400
- Average price of a fluorescent light = Less than RM50
- Average price of cooking utensils = RM500 to RM800

MASRA will also need to prepare some cash flow (RM500 to RM700 per month) for raw materials such as buns, margarine, mayonnaise, cheese, ground white pepper, chilli sauce, beef or chicken patty and egg. The number of burgers offered by MASRA can sell highly depends on the location of stall and quality (for sure). Hence, MASRA would like to look at setting up stall within neighbourhood areas, nearby Mamak stalls, cyber cafes, apartments, or even convenience stores. This way, MASRA will have a higher chance of securing more customers.

On average, an 'Ayam Special Burger' is priced at RM4 to RM5 these days and MASRA can sell up to 40 or 50 similarly priced burgers in one day (depending on the crowd), which makes the total revenue of the day at least RM160 a day. MASRA decided to operate every day and close one day per week, MASRA are likely to make about RM3,840 per month. To make more sales MASRA need more customers or extend MASRA selling hours during the weekend. However, MASRA will need to deduct monthly operating costs from MASRA revenue so that how MASRA can get a clear picture of their net profit.

Estimated net profit per month

Formula 1: RM3,840 (Revenue) – RM700 (raw material and minor operating costs) = RM3,140 (Net Profit)

However, let's not forget your initial start-up cost. To break even, it might take you about 6-12 months. You can divide the initial start-up cost of RM5,000 by 6 months or 12 months and deduct that amount from your monthly revenue to get the real net profit. For example, RM5,000 divided by 12 months = RM417.

Formula 2: RM3, 840 (Revenue) – RM417 (fixed costs) – RM700 (raw material & operating costs) = RM2,723

This only applies until you break even which had settle the cost of start up the business or all said capital. After the first 12-month period ended, MASRA would use back Formula 1 to calculate MASRA net profit. If MASRA ever need to buy new equipment or utensil for upgrades, MASRA will always use Formula 2 back to decide MASRA break-even period, revenue estimation as well as net profit within the period. There is how the connection between revenue, cost and profit.



### 3. CONCLUSION

Overall, based on the analysis that we have done to explain and carry out the topic about the Business Modal Canvas (BMC) in this research, we would say that BMC has a big effect on the organization that helps to make sure all the tasks are going well. That we know almost every month will have a new company or business that figures out in the market, especially for them, which has a talented and good idea to explore in the market to produce different products that will cause competition with other sellers.

In these cases, the company of MASRA is the premise that produces products from food which is burgers that it knows Burger is the junk food that always has a high demand from customers because it has an adorable price, delicious and easy to get it. That's why burger is a good idea to produce it, but it depends on the seller to produce the new product to give specialty and delicious taste. So, in view, MASRA is the new business in the market. They decide to use the BMC in their organization that surely helps by doing all the progress and tasks going well but excellent.

Next, based on the analysis that has been done, the BMC has successfully helped the MASRA business like has mentioned on the page before. Like in the customer's segment by doing these, the MASRA premise can figure out which they target customer to ensure the mission that is complete so by doing these there has seen the middle people are quite enough to support that product because based on the location that most to middle person that easy to get their product. And the, like for channel segment MASRA, can have a discussion with her staff in their organization to think and create ideas on how to promote the product to make sure the customer knows about the item that has in the market and that so on to the other BMC that has nine segments step by step to help the MASRA handle their business fluently and successfully. ✓

Not only that, by following the step that has guidelines in the BMC, it is much easier for MASRA to make a good plan and, of course, help by controlling their business by using the low budget because of the great planning in the BMC. As we know, BMC is a procedure that helps the company to understand their own company and see their competitors by seeing how to get the customers and doing research to get different from other products. Even though MASRA has a big competition with other competitors, it is not the reason for them to be loose in the market because MASRA has a big trust that their product will successfully interact with customers to try their product. ✓

So, we think doing this analysis can help the viewer to understand how the MASRA handle their own company by using the Business Modal Canvas (BMC) in their operation. And then, by using these BMC it will help the MASRA to reduce the risk of failure and the new company must try it because the result will show excellent and how interesting it is to apply in the organization.



#### 4. APPENDICES

##### i. MASRA's Staff Members

- 

- Murni



- Anis

- Ainina



- Sazlina



- Rohaiza




ii. Restaurant Design



iii. Burger's Products



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